

CPE

Account Types

Billing Type

Comments

40/41/662

Weekly/Irregular

Separation: 30

Local/Political Candidate Agency BRD

5015302 Contract # **Date Entered** 10/04/21 Schedule Dates **Last Modified** 10/05/21-10/11/21 10/04/21 **Advertiser** Terry McAuliffe for Governor of Virginia-D (14151 Entered By Alexa Schram No Agency Grassroots Media LLC (19605) CO-OP Product External # 11021081 POLITICAL CANDIDATE (ns) (1186) Demo **Brand** EST.662 (1626345) Order Type Normal Salesperson HOUSE-WASHINGTON, WJLA/GJLA/EJLA (3869) Package Deal Sales Office WJLA/GJLA/EJLA Commission % 15.00 **Buyer Name** Phone/Fax Commission \$20,906.25

Net Total

Sales Tax

\$118,468.75

Washington (WJL/	A)	
By Broadcast Month	Spots	<u>Rate</u>
Oct. 2021	171	\$139,375.00
Grand Total:	171	\$139,375.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/05/21-10/08/21	3		5A- News-7News ON YOUR SIDE at 5AM			2	2	2	2			8	\$150.00	\$1,200.00	Washington (WJLA)	Daypart EM GOOD MORNING WASHINGTON 5A(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON	10/4/21
2.0	Normal Line / SPOT	10/05/21-10/08/21	3	:30	2P- ABC-General Hospital			2	2	2	2			8	\$400.00	\$3,200.00	Washington (WJLA)	Daypart DT GENERAL HOSPITAL(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUA	10/4/21
3.0	Normal Line / SPOT	10/05/21-10/08/21	2		4P- News-7News ON YOUR SIDE at 4PM			2	2	2	2			8	\$400.00	\$3,200.00	Washington (WJLA)	Daypart EF ABC 7 NEWS @ 4P(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL	10/4/21
4.0	Normal Line / SPOT	10/05/21-10/08/21	2		5P- News-7News ON YOUR SIDE at 5PM			2	2	2	2			8	\$600.00	\$4,800.00	Washington (WJLA)	Daypart EN ABC 7 NEWS @ 5P(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL	10/4/21
5.0	Normal Line / SPOT	10/05/21-10/08/21	2		6P- News-7News ON YOUR SIDE at 6PM			2	2	2	2			8	\$900.00	\$7,200.00	Washington (WJLA)	Daypart EN ABC 7 NEWS @ 6P(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL	10/4/21
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A	A const. / A direction			Deter	1										Date:	Comments:			
Accepted	Agency/Advertiser:			Date:	Accepted-St	ation:									Date:	Comments:			

The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at... http://sbgi.net/?p=1224 ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.

B/E Bookend P/B Piggy Back



Washington (WJLA	-	
By Broadcast Month	Spots 5	<u>Rate</u>
Oct. 2021	171	\$139,375.00
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Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Мо	Tu	We	Th	Fr	Sa S	Su	Spots	Rate	Total	Station	Comments	Entered
6.0	Normal Line / SPOT	10/05/21-10/08/21	3	:30	6:27P- 6:30P (EST)			1	1	1	1			4	\$2,500.00	\$10,000.00		Daypart EN WORLD NEWS ADJ A(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUA	
7.0	Normal Line / SPOT	10/05/21-10/08/21	3	:30	6:57P- 7P (EST)			1	1	1	1			3	\$3,500.00	\$10,500.00		Daypart EN WOLD NEWS ADJ B(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL	10/4/21
7.0.1	Preempt	10/05/21															Washington (WJLA)	Sold Out/Exception -	
8.0	Normal Line / Access	10/05/21-10/08/21	3	:30	6:58:46P- Wheel Of Fortune			1	1	1	1			4	\$1,400.00	\$5,600.00		Daypart PA WHEEL OF FORTUNE(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUA	10/4/21
9.0	Normal Line / Access	10/05/21-10/08/21	3	:30	7:29:26P- Jeopardy			1	1	1	1			4	\$2,000.00	\$8,000.00		Daypart PA JEOPARDY(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFOR	10/4/21
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Accepted	-Agency/Advertiser:			Date:	Accepted-Sta	ation:									Date:	Comments:			

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B/E Bookend P/B Piggy Back

		Contract # Schedule Dates	5015302 10/05/21-10/11/21	Date Entered Last Modified	10/04/21 10/04/21
	WJLA	Advertiser	Terry McAuliffe for Governor of Virginia-D (14151	Entered By	Alexa Schrar
abc	1100 Wilson Blvd, 6th Floor	Agency	Grassroots Media LLC (19605)	СО-ОР	No
GIOG	Arlington, VA 22209	Product	POLITICAL CANDIDATE (ns) (1186)	External #	11021081
		Brand	EST.662 (1626345)	Demo	
WJLA-TV WASHINGTON, DC		Salesperson	HOUSE-WASHINGTON, WJLA/GJLA/EJLA (3869)	Order Type	Normal
		Sales Office	WJLA/GJLA/EJLA	Package Deal	
Grassroots Media LLC		Buyer Name		Commission %	15.00
146 Montgomery Avenue		Phone/Fax	/	Commission	\$20,906.25
BALA CYNWYD, PA 190	04	СРЕ	40/41/662	Net Total	\$118,468.75
		Account Types	Local/Political Candidate Agency BRD	Sales Tax	
		Billing Type	Weekly/Irregular		

Separation: 30

Comments

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Мо	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
10.0	Normal Line / SPOT	10/05/21-10/08/21	3	:30	11:00:26P- News-7News ON YOUR SIDE at 11PM			2	2	2	2			8	\$500.00	\$4,000.00		Daypart LN ABC 7 NEWS @ 11P(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUA	10/4/21
11.0	Normal Line / SPOT	10/05/21-10/08/21	3	:30	11:35P- ABC-Jimmy Kimmel			2	2	2	2			8	\$300.00	\$2,400.00		Daypart LF JIMMY KIMMEL(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PE	10/4/21
12.0	Normal Line / SPOT	10/05/21-10/08/21	2	:30	5:58:15A- News-7News ON YOUR SIDE at 6AM			2	2	2	2			8	\$525.00	\$4,200.00		Daypart EM GOOD MORNING WASHINGTON 6A(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON	10/4/21
13.0	Normal Line / SPOT	10/05/21-10/08/21	3	:30	12:37A- ABC-Nightline			2	2	2	2			8	\$100.00	\$800.00		Daypart LF NIGHTLINE(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFO	10/4/21
14.0	Revised Line / Prime	10/05/21-10/05/21	3	:30	7:57:56P- ABC-Bachelor in Paradise (Tuesday)			2										Daypart PT BACHELOR IN PARADISE(Agency) -LPSep/2019OVC - ESTIMATE IS BASED ON THE	10/4/21
			•		CON	FIF	RM/	ΑТ	101	V (0	N-	ΓR	RAC	T		•		
Accepted	-Agency/Advertiser:			Date:	Accepted-St					-					Date:	Comments:			

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B/E Bookend P/B Piggy Back

Printed At: 09:13 AM on Tuesday, October 5 2021

Washington (WJLA)

By Broadcast Month Spots

171

171

Oct. 2021

Grand Total:

<u>Rate</u>

\$139,375.00

\$139,375.00



Washington (WJLA	-	
By Broadcast Month	<u>Spots</u>	<u>Rate</u>
Oct. 2021	171	\$139,375.00
Grand Total:	171	\$139,375.00
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Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Мо	Tu	We :	Th Fr	r Sa	Su	Spots	Rate	Total	Station	Comments	Entered
14.1	Normal Line / Prime	10/05/21-10/05/21	3	:30	7:58P- 10P (EST)			2					2	\$2,500.00	\$5,000.00	Washington (WJLA)	Daypart PT BACHELOR IN PARADISE(Agency) -LPSep/2019OVC - ESTIMATE IS BASED ON THE	10/4/21
15.0	Normal Line / Prime	10/06/21-10/06/21	3	:30	8P- 9P (EST)				2				2	\$2,000.00	\$4,000.00	Washington (WJLA)	GOLDBERGS/ WONDER YEARS(Agency)-4Q21 (sell)	10/4/21
16.0	Normal Line / Prime	10/06/21-10/06/21	3		10P- ABC-A Million Little Things (Wednesday)				2				2	\$2,000.00	\$4,000.00	Washington (WJLA)	Daypart PT A MILLION LITTLE THINGS WED(Agency)-4Q21 (sell)	10/4/21
17.0	Normal Line / Prime Premium	10/07/21-10/07/21	3		7:57:56P- ABC-Station 19 (Thursday)					2			2	\$3,000.00	\$6,000.00	Washington (WJLA)	Daypart PT STATION 19(Agency)-4Q21 (sell)	10/4/21
18.0	Normal Line / Prime Premium	10/07/21-10/07/21	3		9P- ABC-Greys Anatomy (Thursday)					2			2	\$4,500.00	\$9,000.00	Washington (WJLA)	Daypart PT GREY'S ANATOMY(Agency)-4Q21 (sell)	10/4/21
19.0	Normal Line / Prime Premium	10/07/21-10/07/21	3		10P- ABC-Big Sky (Thursday)					1			1	\$3,000.00	\$3,000.00	Washington (WJLA)	Daypart PT BIG SKY(Agency)-4Q21 (sell)	10/4/21
		•			CON	IFIF	RM/	\Tİ	ON	1 C	ÓN	TF	RAC	Γ			·	
Accepted	-Agency/Advertiser:			Date:	Accepted-S	tation:								Date:	Comments:			

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Run Times

Washington (WJLA		
By Broadcast Month	Spots 5	<u>Rate</u>
Oct. 2021	171	\$139,375.00
Grand Total:	171	\$139,375.00

Comments

Entered

20.0	Normal Line / Prime	10/08/21-10/08/21	3	:30	9P- ABC-20/2	0 (Friday)					2			2	\$1,500.00	\$3,000.00	Washington (WJLA)	Daypart PT 20/20 9P(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFOR	10/4/21
21.0	Normal Line / SPOT	10/09/21-10/09/21	3	:30	7P- Wheel Of	Fortune Wknd						1			\$700.00		Washington (WJLA)	Daypart WK WHEEL OF FORTUNE- WKND(Agency) -4Q21 (sell) - ESTIMATE IS BASED ON THE	10/4/21
21.0.1	Preempt	10/09/21															Washington (WJLA)	Program Change/Exception - CFB	
22.0	Normal Line / SPOT	10/05/21-10/08/21	2		7A- ABC-Good America	d Morning			3 3	3 3	3 3			12	\$800.00	\$9,600.00	Washington (WJLA)	Daypart EM GOOD MORNING AMERICA 7A(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON TH	10/4/21
23.0	Normal Line / SPOT	10/05/21-10/08/21	2		8A- ABC-Good America	d Morning			3 3	3 3	3 3			12	\$800.00	\$9,600.00	Washington (WJLA)	Daypart EM GOOD MORNING AMERICA 8A(Agency)-4Q21 (sell)	10/4/21
24.0	Normal Line / SPOT	10/05/21-10/08/21	3	:30	9A- Live with	Kelly			2 2	2 2	2 2			8	\$300.00	\$2,400.00	Washington (WJLA)	Daypart DT LIVE W/ KELLY & Daypart DT LIVE W/ KELLY & Samp; RYAN(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON T	' '
						CON	FIRN	ЛA	TIC	NC	C(ON	TR	AC	Γ				
Accepted	-Agency/Advertiser:			Date:		Accepted-St	ation:								Date:	Comments:			

SPW Mo Tu We Th Fr Sa Su Spots

Rate

Total

Station

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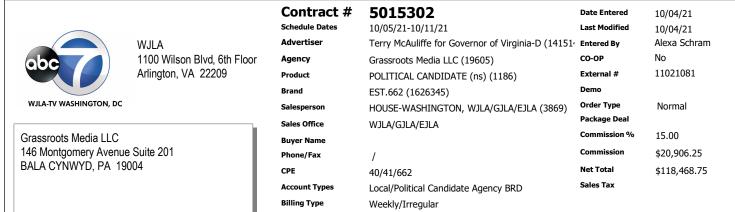
B/E Bookend P/B Piggy Back

Printed At: 09:13 AM on Tuesday, October 5 2021

Line Type / Break Type (Ref #)

Dates

Sec Length



Separation: 30

Run Times

Comments

Sec Length

Dates

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Spots	<u>Rate</u>
171	\$139,375.00
171	\$139,375.00
	<u>Spots</u> 171

Comments

Entered

25.0	Normal Line / SPOT	10/05/21-10/08/21	3		10A- News-G Washington a			2	2	2	2		8	\$250.00	\$2,000.00	Washington (WJLA)	Daypart DT RACHEL RAY(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERF	10/4/21
26.0	Normal Line / SPOT	10/05/21-10/08/21	2	:30	10:58:25A- A	BC-The View		2	. 2	2	2		8	\$525.00	\$4,200.00	Washington (WJLA)	Daypart DT THE VIEW(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFOR	10/4/21
27.0	Normal Line / SPOT	10/05/21-10/08/21	2		11:59:56A- N YOUR SIDE a	lews-7News ON at Noon		2	. 2	2	2		8	\$400.00	\$3,200.00	Washington (WJLA)	Daypart DT ABC 7 NEWS @ NOON(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTU	
28.0	Normal Line / SPOT	10/05/21-10/08/21	2		12:57:56P- A What You Ne			2	. 2	2	2		8	\$325.00	\$2,600.00	Washington (WJLA)	Daypart DT GMA3(Agency) -4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANC	
29.0	Normal Line / SPOT	10/11/21-10/11/21	3		5A- News-7Ne SIDE at 5AM	ews ON YOUR		1					1	\$150.00	\$150.00	Washington (WJLA)	Daypart EM GOOD MORNING WASHINGTON 5A(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON	10/4/21
						CON	FIRI	MA	ΓIC	N	C	ONTF	RAC	Т				
Accepted	-Agency/Advertiser:			Date:		Accepted-Sta	ation:							Date:	Comments:			

SPW Mo Tu We Th Fr Sa Su Spots

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Line

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Line Type / Break Type (Ref #)

		Contract # Schedule Dates	5015302 10/05/21-10/11/21	Date Entered Last Modified	10/04/21 10/04/21	
abc	WJLA	Advertiser	Terry McAuliffe for Governor of Virginia-D (14151	Entered By	Alexa Schram	
	1100 Wilson Blvd, 6th Floor	Agency	Grassroots Media LLC (19605)	CO-OP	No	
	Arlington, VA 22209	Product	POLITICAL CANDIDATE (ns) (1186)	External #	11021081	
		Brand	EST.662 (1626345)	Demo		
WJLA-TV WASHINGTON, DC		Salesperson	HOUSE-WASHINGTON, WJLA/GJLA/EJLA (3869)	Order Type	Normal	
		Sales Office	WJLA/GJLA/EJLA	Package Deal		
Grassroots Media LLC 146 Montgomery Avenue Suite 201 BALA CYNWYD, PA 19004		Buyer Name		Commission %	15.00	
		Phone/Fax	/	Commission	\$20,906.25	
		CPE	40/41/662	Net Total	\$118,468.75	
		Account Types	Local/Political Candidate Agency BRD	Sales Tax		
		Billing Type	Weekly/Irregular			

Separation: 30

Washington (WJL/ By Broadcast Month	-	Rate
Oct. 2021	<u>3pots</u> 171	\$139,375.00
Grand Total:	171	\$139,375.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Мо	Tu	We 1	Γh Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
30.0	Normal Line / SPOT	10/11/21-10/11/21	2		5:58:15A- News-7News ON YOUR SIDE at 6AM		1		***************************************				1	\$525.00	\$525.00	Washington (WJLA)	Daypart EM GOOD MORNING WASHINGTON 6A(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON	10/4/21
31.0	Normal Line / SPOT	10/11/21-10/11/21	2		7A- ABC-Good Morning America		1						1	\$800.00	\$800.00	Washington (WJLA)	Daypart EM GOOD MORNING AMERICA 7A(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON TH	10/4/21
32.0	Normal Line / SPOT	10/06/21-10/06/21	3		10P- ABC-A Million Little Things (Wednesday)				1				1	\$2,000.00	\$2,000.00	Washington (WJLA)		10/4/21
33.0	Normal Line / SPOT	10/07/21-10/07/21	3		10P- ABC-Big Sky (Thursday)					1			1	\$3,000.00	\$3,000.00	Washington (WJLA)		10/4/21
34.0	Normal Line / SPOT	10/06/21-10/07/21	3	:30	12:37A- ABC-Nightline				1	1			2	\$100.00	\$200.00	Washington (WJLA)		10/4/21
					CON	FIF	RM/	\TI	ON	1 C	ON	TF	RAC	Γ				
Accepted	-Agency/Advertiser:			Date:	Accepted-St	ation:								Date:	Comments:			

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